

LOCAL NEWS: WNCT has a high commitment to local news in Greenville.

We are an On Your Side station that provides a voice for people in our community. We are a viewer advocate television station which holds the powerful accountable, and asks the tough questions.

There are 12 local newscasts per week on WNCT-TV. We use our website to enhance our local news coverage.

Website:

- *WNCT posts the top stories, with streaming video, on our website every night.

- *We always include extra, USEFUL information that we can't necessarily fit into the newscast -- on the website.

- *A great example of how we are utilizing our website to enhance our coverage, is the flu vaccine shortage.

We called every county and locality in our viewing area to ask how much of the flu vaccine they had available, where people could get the vaccine, who could get the vaccine, when they would be getting more, and safety tips on the best ways to avoid getting the flu. We then compiled all that information and posted it on our website for viewers to access - and then to further inform our viewers we produced a promo specifically teasing our flu vaccine information on the website to drive viewers there, including inside our newscast.

- *We have a feedback form on our website which encourages our viewers to send us story ideas and feedback.

- *Every department head at WNCT's email address is posted on the website and we quickly respond to all of them.

- *We conduct web polls relative to what we're covering topically for the day - asking for viewer feedback and response.

Emergency/Breaking News:

- *We cover the news that matters to our viewers - We're live with continuous BREAKING news coverage for any weather related event. We're on the coast - so we get the hurricanes. When Hurricane Charley passed through our viewing area we were in live continuous coverage for nearly 5 hours - until it passed through our area and viewers were safe. When there's snow we have updated lists of school closings running continuously throughout the morning and evening, we show our viewers what areas to avoid, and what city/county officials are doing to get roads cleared and things back to normal.

- *Anything traffic related - if there's an accident blocking traffic we put up a map showing where the accident is, and advise viewers to take an alternative route.

- *We work very closely with police when they need our help to get the word out to viewers on escaped convicts on the run that could endanger their lives or help police find suspects involved in local crime. We work with the police department and their local Crimestoppers team - giving local viewers the opportunity to help police catch criminals.

- *WNCT has 2 ENG vehicles, and just invested 290-thousand in a brand new WSI weather system and LIVE radar system.

Political:

- *We aired 2 hour-long governor's debates for this November 2004 Election year.

- *We offered 12 local opposed candidates the opportunity to go on the air, non-edited, non-interrupted for 2 minutes to inform viewers of their political platform. 5 Candidates accepted the invitation out of twelve. Five candidates got their message out their to THEIR voters.

*We take informing the viewers about political issues very importantly à We don't just do stories on the candidates, (although we do them) but we also do the stories on the issues; Issues that the viewers may not necessarily understand fully. Examples: (aired in the last week) We explained what the provisional ballot is, We explained the electoral college and how it affects the election, We dissected attack ads, We held a local Board of Elections accountable for turning away early voters due to the fact they were behind and not inputting data in a timely fashion. As a result - they stayed late, fixed the problem, called an emergency meeting address the problem and incidentally found some lost registration cards.

*We've done countless story on Voter Registration and early voting. Most recently on all the different places voters could go and vote early.

*There are long lines at the early voting polling places - we compared same-size localities in our viewing area - and found out that smaller size areas had more places to vote early than we did.

Local Public Affairs

- Awaken- a 30-minute interview program which airs monthly on Sunday mornings at 11:00am. The show is oriented to black culture, philosophy, and special events in the community. Discussions are conducted with prominent black and white leaders throughout the viewing area to discuss the needs and interests of the people of Eastern North Carolina. Guest included a case manager for the Family Violence Program addressing issues such as self-awareness, self-esteem, relationships and personal health. A Staff member for the local chapter of young Life. A non profit organization committed to making an impact on kids' lives and preparing them for the future. The 100 Black Men of Eastern North Carolina's educational forum "Closing the Achievement Gap," helping educate parents and student.

Creating or Selecting Programming:

- WNCT does have an open door policy and accepts and review's the station's public file and e-mails for suggestions regarding programming. Suggestions are discussed with our director of programming for consideration in selecting available programs.

- WNCT has not preempted any primetime program since 1998. Preemptions are made for political debates, local sports events, and specials of concern in our viewing area. Political debates of interest in North Carolina were aired in September and October 2004 for the Senatorial and Governor's race. Network sports programming has been preempted for "The 700 Club Telethon," and the "United Cerebral Palsy Telethon's." Primetime programming will be preempted in December for two Billy Graham specials.

Community Events:

WNCT takes an active role in our community. When Hurricane Floyd ripped through our area, not only was WNCT on the air giving vital information, we were also orchestrating a massive drive for emergency relief supplies.

We raised TEN tractor trailers with food and supplies for area families hit hardest by the devastation.

In addition, WNCT produced a documentary on the disaster, and the proceeds raised more than \$240,000 for disaster relief organizations.

We are also creating a franchise called "Move It", which will lend on-air support to the issue of childhood obesity. Through news stories and daily vignettes, families will discover simple activities, better food choices, and healthy snack ideas that will benefit the entire family.

We also host a CrimeTrackers Telethon every year. Thousands of dollars are raised annually, which goes directly into funding our community Tip Line, and local law enforcement resources.

WNCT has taken the flu vaccine shortage very seriously, and dedicated a web link to vital information on who is eligible to receive the shots, where, in every county they can get it, and tips on staying healthy during the flu season.

Every holiday season, we participate in numerous community parades. This gives the opportunity to talk with our viewers face-to-face, and get a better feel for their concerns and opinions. We also regularly visit area schools and organizations to talk with the community.

WNCT regularly promotes and supports blood drives for the American Red Cross. We have our final drive this year coming up in December.

We are also promoting, and sponsoring, the annual Heart Of Carolina Food Drive, which will provide Thanksgiving food baskets for less fortunate families in our area.

In addition, WNCT sponsors, or otherwise supports community charitable organizations and events, such as:

- *TOYS FOR TOTS DRIVE

- *THE AMERICAN HEART ASSOCIATION WALK

- *THE RED CROSS GOLF TOURNAMENT

- *MARTIN/PITT PARTNERSHIP FOR CHILDREN "KID'S FEST".

As well as lending our support, we also lend our talent. Members of our on-air team routinely host, and even participate, in various charitable events.

WNCT has a dedicated web link to community events. This allows our viewers to access needed information and contacts for various events and organizations.

WNCT is committed to maintaining it's vast involvement in the community. We are proud to be the "go to" source for news and information by our neighbors, as well as a strong support resource for our community.

L. Scott Wells
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